

Outdoor Yule Events Lure Big Tourist Crop

Southern California's colorful Christmas spectacles are becoming an increasingly important attraction for out-of-state tourists who come here to trade a White Christmas for a Subtropical Christmas, the All-Year Club reported today.

Tourists spent nearly \$744 million here last year.

As the All-Year Club points out in a nationwide travel press release, each community here handles the celebration in its own original fashion.

The town of Calipatria in the Imperial Valley, for example, it's 184 feet below sea level and has a flag pole exactly that high so its flag can wave above the waves. The pole is strung with colored lights so it resembles a 184-foot Christmas tree that can be seen 10 miles away.

Or La Jolla, which has its Christmas tree on the sea cliff overlooking its point of greatest pride—the gem-like La Jolla Cove.

Cities literally make themselves over for the season. Santa Monica becomes the Nativity City with downtown windows, street decorations and outdoor home decorations featuring the Nativity. Beautiful Nativity scenes, life-sized and lighted, are set up beneath the palm trees for these blocks along the sea cliff Palisade Park starting Dec. 3.

Joshua Tree on the desert fashions its shops into the Little Town of Bethlehem. Residents, some wearing costumes costing \$500, do a nightly tableau.

An old favorite is Beverly Hills, where Mary Pickford started the custom of outdoor home decorations. Lighted Santas emerge from chimneys; reindeer leap over patio walls. Many are fashioned by movie set designers.

And movie experts from nearby studios take a hand in the Van Nuys Star of Bethlehem parade to be held Dec. 2. They help design and construct the floats and costume and make up the religious characters who depict some 50 scenes from the Life of Christ.

Over 100 movie and television stars take part in the biggest Christmas parade in the west at Huntington Park on Dec. 1. As the parade starts, 100,000 overhead lights and 50 giant searchlights flick on.

Huntington Beach stages its parade Dec. 7 entirely of bands—50 of them in bright costume, each playing its own concert down the line of march.

Manhattan Beach, celebrating its 50th anniversary,

holds its parade Dec. 15 along the theme "Old Time Christmas."

The quaint canal community of Naples beside Alamitos Bay at Long Beach has its parade the nights of Dec. 15 and 16, upon the water. Yachts and motorboats are decorated as carolers ride barges. Santa Christmas floats. Costumed sits in an easy chair aboard a cruiser. Out on the bay the parade sails past flowing lighted Christmas trees.

About 10,000 lights decorate 100 giant deodars along the first and most famous of the lightings, Altadena's "Mile of Christmas Trees," along Santa Rosa Ave., Dec. 24 to Jan. 1.

One of the largest is the lighting on Ontario's Euclid Ave. from Thanksgiving Day to Jan. 2. Church choirs will give nightly programs and young carolers will ride a roving trolley car. The parkway is lined with elaborate life-like Christmas scenes created by artist Rudolph Vargas.

Because of its setting, Avalon offers a uniquely beautiful display, with homes lighted on the slopes rising in a gentle crescent from Avalon Bay. Carolers tour the town. Chimes on the hillside tower play carols.

PLENTY OF PEOPLE
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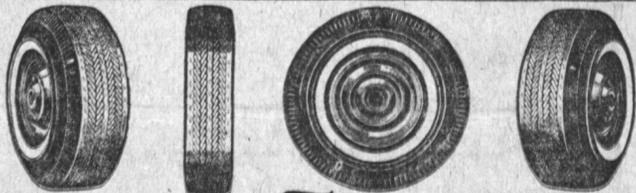
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CAMINO CAGE ASSISTANT—A former Long Beach City Viking and State 49er, Dick Dickinson, steps into the assistant coaching chores for El Camino's basketball squad this year. Dickinson will aid head man George Stanich.

Thursday, Friday, Saturday Special

CHILDREN'S NEOLITE HALF SOLES
Reg. \$1.75 **\$1.49**

Men's Neolite HALF SOLES
Reg. \$3.50 **\$2.49**

Vogue Shoe Repair
Dai Amo Center South Magic Chef in Vogue Cleaners Work Done While You Wait Orthopedic Corrections

MAGIC CHEF

BLUE CHIP STAMPS

6 MAGIC SALE DAYS — FRI., NOVEMBER 23 THROUGH WED., NOVEMBER 25

MA PERKINS

CALIFORNIA TOMATOES

no. 2 1/2 can **15¢**

FLAVORFUL

DEL MONTE CATSUP

2 14-oz. bottles **29¢**

FLAV-R-PAC FROZEN

ORANGE JUICE

2 6-oz. cans **29¢**

FROZEN — ASSORTED

SWANSON TV DINNERS

reg. pkg. **49¢**

ZESTY

DEL MONTE TOMATO SAUCE

8-oz. can **7¢**

ENRICHED

GLOBE A-1 SPAGHETTI

1-lb. pkg. **19¢**

NUTRITIOUS

SKIPPY DOG FOOD

3 tall cans **25¢**

BARTLETT HALVES

DEL MONTE PEARS

no. 303 can **23¢**

CHEVAL BLANC

Champagne

white, pink or sparkling burgundy **\$1.89** full fifth

BY THE PIECE

Large Bologna

39¢ lb.

MONDIGO — 10 YEAR OLD — FIFTH IMPORTED BRANDY **\$3.88**

Kennaways Blended & Bottled in Scotland
SCOTCH WHISKY fifth **\$4.98**

100% GRAIN SPIRITS — FULL QUART
SARNOFF VODKA **\$3.69**

IMPORTED FROM CANADA — FULL FIFTH
Canadian Vat Whiskey **\$3.98**

Burgundy, Chablis, Vin Rose, Sauterne, Vino Rosso
SONATA WINE full gal. **\$1.49**

FARMER JOHN

POLISH SAUSAGE

69¢ lb.

GIFFORD'S SLICED PROCESS
AMERICAN CHEESE
each slice individually wrapped
12-oz. pkg. **55¢**

SEVEN INCH, TWO LAYER — REG. 98¢
Chocolate Fudge Cake **89¢**

RACE TRACK — REG. 69¢
COFFEE CAKE **59¢**

WHITE MOUNTAIN — REG. 39¢ DOZ.
DINNER ROLLS dozen **31¢**

"STRICTLY KOSHER" — REG. \$1.29
MOGEN DAVID SALAMI **98¢** lb.

HOMEMADE POTATO OR
MACARONI SALAD reg. 35¢ lb. **29¢** lb.